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ABSTRACT

This article provides an overview of a major national advertising campaign in support of cooperative education designed to expand postsecondary cooperative education in the United States. Conducted by the Advertising Council at the request of the National Commission for Cooperative Education and endorsed by 700 colleges and universities, the U.S. Department of Education, the President of the United States, and major U.S. corporations, the campaign began in 1984. The paper provides information on the Advertising Council and its work; the application process for a council campaign; goals for the cooperative education advertising campaign; a timeline of key cooperative education advertising campaign events; current status of the campaign; a summary of media exposure for the cooperative education advertising campaign; a sample of campaign print advertisements; limitations to the campaign; and conclusions. (KC)

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**RAISING AMERICA'S AWARENESS OF COOPERATIVE
EDUCATION:
A HISTORICAL OVERVIEW OF THE NATIONAL COMMISSION
FOR COOPERATIVE EDUCATION PUBLIC SERVICE
ADVERTISING CAMPAIGN**

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**RAISING AMERICA'S AWARENESS OF COOPERATIVE EDUCATION:
A HISTORICAL OVERVIEW OF THE NATIONAL COMMISSION
FOR COOPERATIVE EDUCATION PUBLIC SERVICE ADVERTISING
CAMPAIGN**

INTRODUCTION:

In March of 1984, the National Commission for Cooperative Education (NCCE) took a historic step in making more Americans aware of the academic program called Cooperative Education. The NCCE applied to the Advertising Council to become a client for a major advertising campaign in support of cooperative education in order to significantly expand postsecondary cooperative education in the United States. This request to the Advertising Council included endorsements from 700 colleges and universities, the U.S. Department of Education, The President of the United States, and a number of major U.S. corporations (Porter, 1984). In June, 1984 the Ad Council accepted the cooperative education campaign application which went on to produce one of the most successful public service advertising campaigns in the history of the Ad Council. This article will provide an overview of this landmark advertising campaign.

ABOUT THE ADVERTISING COUNCIL:

The Advertising Council, a New York based organization, of over 400 volunteers from business, advertising and the communications industries aim to utilize the power of advertising for the public good. It is through the Ad Council that individuals from the advertising community are able to contribute their skills and resources to promote voluntary citizen action in solving national problems.

The Advertising Council was created in 1942 to promote the sale of War Bonds. Its product was extremely successful with \$5 billion worth of War Bonds sold between 1942 and 1945 (Garrett, 1985). The public service advertisements were so well received that the Ad Council continued as an ongoing entity to support other national issues and causes. The Ad Council has been effective in raising the American consciousness to key social causes. Famous examples include:

- **Smokey The Bear** - The symbol of the forest fire prevention campaign which cut the number of forest fires in this country in half. The campaign saved literally billions of dollars in natural resources (Garrett, 1985). This successful campaign has been running since 1944.
- **United Negro College Fund (UNCF)** - The UNCF campaign is the largest and most successful black fund-raising effort in this country. This campaign has raised money to support 42 predominantly black colleges and universities for 39 years. The campaign slogan, "A mind is a terrible thing to waste", has become one of the best known slogans in the history of public service advertising (Garrett, 1985). To demonstrate the power of public service advertisers, the UNCF campaign in the past twelve years has raised three times the amount of funds for the UNCF that they could raise in all of the 27 years of the organization prior to the Ad Council's support (Garrett, 1985).

THE APPLICATION PROCESS FOR AN AD COUNCIL CAMPAIGN

A non-political organization addressing an issue of national concern may submit a competitive application to The Ad Council. Literally hundreds of such applications are submitted each year from which one or two are selected.

Once an organization is accepted for a campaign, a volunteer advertising agency is appointed by the American Association of Advertising Agencies and the Ad Council to carry out the creative design work. All ads, print, radio, and television, are prepared free to the client organization, charging only for out-of-pocket costs. Advertising agencies clamor to be selected; even though they are not paid for their work in the traditional sense, they receive tremendous visibility through their connection with the Ad Council. A Campaign Director, usually an advertising or marketing executive, is appointed by the Association of National Advertisers and the Ad Council, to coordinate all aspects of the approved campaign.

The Ad Council appoints a campaign manager from its staff to facilitate the progress of the campaign and maintain contact with the client organization, ad agency and the campaign coordinator. Through the Media Committee of the Ad Council and outside consultants, the Council generates contacts with media organizations who contribute advertising time and space to help insure maximum usage of the Ad Council's public service advertisements. Last year the amount of donated media time totaled 1.2 billion, making the Ad Council the fourth largest advertiser in the nation.

GOALS FOR THE COOPERATIVE EDUCATION AD CAMPAIGN

In November of 1985 a new slogan was added to the Ad Council's annals of history, "Cooperative Education: You Earn A Future When You Earn a Degree". The objective of this national advertising campaign was to create awareness of cooperative education among three target groups: 1) Students - high school students who want to attend college and current college students;

2) people who influence these students (e.g. parents and guidance counselors); and 3) business people who can be influential in getting their companies to participate in co-op programs (Brown, Franks, Garrett, 1986). The following time line will provide an overview of some of the key events of the actual implementation of the co-op ad campaign.

TIME LINE OF KEY CO-OP AD CAMPAIGN EVENTS:

- 1981-1982 The NCCE National Employer Task Force on Cooperative Education reviewed why the growth of cooperative education had begun to level off. The task force concluded that the main hindrance to co-op's growth was a lack of public awareness.
- 1982-1983 The NCCE National Employer Advisory Council on Cooperative Education was established to develop a co-op public awareness marketing plan, and to determine the resource needs and sources of support to carry out a national public service ad campaign.
- 1983-1984 Ralph Porter, NCCE President, worked with the professional staff of the Ad Council in preparation of a formal request for a public service advertising campaign in support of cooperative education.

NCCE staff met with the Ad Council's Public Policy Committee for first critical testing of co-op's viability as a major national ad campaign.

March, 1984 The NCCE was invited to submit a formal proposal requesting Ad Council support for a major advertising campaign.

April, 1984 Ralph Porter met with the Ad Council's Board of Directors to defend the cooperative education application for a major ad campaign.

June, 1984 The Ad Council formally accepted the NCCE's proposal for the Cooperative Education Ad Campaign.

Summer/Fall 1984

Ralph Porter and Peter Franks, NCCE Vice President, began discussions to orient Ad Council and Los Angeles based volunteer advertising agency assigned staff of Della, Famina, Traversano & Partners about cooperative education. Discussions developed over campaign objectives and strategies.

Winter, 1985 The NCCE convened an Advisory Task Force comprised of the leadership from the national co-op community to discuss the planned ad campaign.

Spring/Summer 1985

Development of creative work for ad campaign progressed. Porter and Franks held meetings with the Ad Agency.

Maureen Garrett, NCCE Associate Training Director, wrote an ad campaign training manual covering topics on: campaign strategy; mechanics of the campaign; establishing working relationships with the media; and institutional readiness. Twelve regional training sessions were conducted by Garrett, Porter and Franks throughout the country. As a result, some 800 co-op professionals are identified as "Campaign Ambassadors". The ambassadors became familiar with the campaign and were educated in how to get ads placed with local media. A state co-op council concept is first introduced in Michigan, other states followed, to increase public awareness of co-op at all levels, but particularly within communities and states. The Ad council reports that this is the first time that a client organization has produced such a successful localization effort. Copies of the co-op training manual were distributed to all other client organizations of the Ad Council in order to encourage them to follow the National Commission model.

Fall, 1985 Final preparations and details completed on Phase I advertisements. Response Center is established in Boston, Massachusetts by NCCE to distribute co-op publication requests resulting from the ad campaign. Two different response booklets were written and printed Cooperative Education and Cooperative Education Undergraduate Program Directory. The first booklet gave a description of the benefits of co-op while acting as a

consumer's guide to selecting a program. The directory listed the name, address and co-op curricula of over 800 higher education institutions. Print ads for magazines, newspapers and journals were produced. Radio spots and television spots were also created.

November, 1985

Press conference, hosted by the New York Times Corporation, officially launched the ad campaign with the media and the general public.

Winter, 1986 Ads for TV, radio, and print media continued to be released on monthly basis by the Ad Council and supported by the outreach efforts of state leaders, ambassadors, and state councils.

Fall, 1986 All Phase I ads renewed for another year.

December, 1986

First year of the co-op ad campaign ended with Ad Council estimate of \$52 million in donated media exposure.

Spring, 1987 Saatchi & Saatchi, DFS, Compton of New York City selected as new ad agency for Phase II of campaign.

Summer & Fall 1987

A complete set of new television and print ads were produced and distributed to the following media: T.V. (900 stations); radio (6,800 stations); newspapers (2,500); consumer magazines (1,000); business press (3,600 employer ads); and transit (200).

A mailing of co-op campaign literature was sent to all high school guidance offices in the United States (some 26,000 in total).

December, 1987

The Ad Council estimates that the co-op ad campaign received \$41 million in donated media exposure during 1987. The combined total of some \$93 million in donated media exposure in 1986 and 1987 places the co-op campaign among the most successful first two year efforts in Ad Council history. Due to this success the Ad Council awards the prestigious Silver Bell Award to the National Commission for "outstanding implementation of an advertising council campaign."

Winter & Spring 1988

NCCE staff worked with newspapers, magazines, TV and radio stations to encourage media use of co-op ads.

Summer, 1988 Phase II ads renewed for a second year.

Fall, 1988 & Winter, 1989

Second mailing of co-op campaign literature to all high school guidance offices in the country.

New consumer magazine and newspaper ad developed and released to "freshen" Phase II.

September, 1989

Phase III begun of co-op ad campaign. Phase I and II ads renewed as redistribution begins to the national media (Franks, 1989).

Third Edition of The Cooperative Education Undergraduate Program Directory was printed and disseminated.

CURRENT STATUS:

The co-op ad campaign continues. The national public service campaign has been renewed by the Ad Council's Board of Directors through 1990. After the significant successes of Phase I and II, television and radio ads were re-released in a combined format to their respective media. In addition, a new employer ad is being developed for release to business journals in March, 1990.

SUMMARY OF MEDIA EXPOSURE FOR THE CO-OP AD CAMPAIGN

- The co-op campaign received nearly \$118 million in donated advertising space during the period of 1986-1988 with more to follow when the data for 1989 is available.

This was accomplished through an investment by the National Commission of approximately \$1 million. Excellent leveraging by any standard.

- 315,000 pieces of information on co-op distributed through NCCE response center and through targeted mailings to select audiences.
- During the first 3 years of the campaign, co-op enrollments have risen dramatically by 37%. This follows 5 previous years of no growth.
- Co-op articles appearing in major publications since June, 1989 include:

<u>Title of Publication</u>	<u>Circulation</u>
1. Baltimore Sun	232,000
2. Black Enterprise Magazine	242,000
3. Careers Magazine	600,000
4. Careers and the Engineer	25,000
5. College Bound Magazine	30,000
6. Money Magazine	1,800,000
7. New England Employment Review	550,000
8. New York Post	1,500,000
9. Woman Magazine	<u>575,000</u>
Total Circulation	<u>5,554,000</u>

- Co-op articles featured in major publications in 1988 and 1989 include:

<u>Title of Publication</u>	<u>Circulation</u>
1. Campus USA Magazine	750,000
2. Chicago Tribune	1,126,293
3. Consumer Information Catalog U.S. Government (seven quarterly issues @ 4 million/issue)	28,000,000
4. Good Housekeeping	5,000,000
5. Graduating Engineer	83,000
6. Ladies Home Journal	5,000,000
7. Money	1,800,000
8. New York Post	575,000
9. New York Times Education Life Supplement	1,777,564
10. Occupational Outlook Quarterly	27,000
11. Parade Magazine	32,000,000

12.	Providence Sunday Journal	260,665
13.	Reader's Digest	16,566,656
14.	Teen	1,190,804
15.	Woman's Day	6,021,136
16.	Woman Magazine	<u>575,000</u>
	Total Circulation	<u>100,753,118</u>
	Grand Total Circulation	<u>106,307,118</u>

Total audience circulation for the articles appearing in 1988-1989 reached over 106,000,825 readers (NCCE, 1990).

CAMPAIGN PRINT ADS

Figures 1 through 4 are representative print ads used during phases I and II of the co-op advertising campaign.

LIMITATIONS TO THE CAMPAIGN:

One criticism of the cooperative education ad campaign that co-op practitioners have verbalized was that there has not been an opportunity to localize campaign print ads for use in promoting individual college co-op programs.

The answer to this criticism is clear if one reviews the actual goals of the ad campaign. The goals of the campaign were designed to raise the awareness of students, parents, and employers to the general concept of postsecondary cooperative education. This has remained the consistent objective of each phase of the campaign.

In addition, this policy appears to have provided:

- clarity to the public (e.g. use of only one address);
- control of the response fulfillment literature in one location(Boston) where quality control could assure accuracy and timely responses; and
- provide distribution of literature which speaks to the generic benefits of co-op and, for those requesting the second response book, a listing of all programs available throughout the nation. Thus, a student wishing to attend a college outside of his or her home state would have information on cooperative education programs anywhere in the country.

CONCLUSIONS:

The old adage, "let's give credit where credit is due" certainly applies to the Cooperative Education Public Service Advertising Campaign. Never before in the 83 year history of postsecondary cooperative education has a marketing effort of the magnitude of this ad campaign been experienced by our nation. The credit for the successes of this campaign must be given to the National Commission For Cooperative Education for providing the leadership and the administrative skill to coordinate this large a public awareness effort.

The National Commission For Cooperative Education recognized the need for greater public awareness of cooperative education and successfully won the support of the Advertising Council. Media reports for the years 1986 and 1987 estimated \$90 million worth of advertising time and space were donated by U.S. media to the co-op ad campaign (Todd, 1988). The campaign is believed to have reached almost everyone in the United States but especially

the 37 million youths between the ages of sixteen and twenty-four, parents, and 4.5 million employers (Wooldridge,1987).

The campaign successfully used video spots for airing on national and local television stations, cassette tapes for radio spots, and camera ready print ads for use in all forms of print media.

While the ad campaign itself was not targeted solely to any particular institution of higher education, it has been and continues to be a national resource in marketing cooperative education at the postsecondary level.

It is the opinion of these authors that the National Commission For Cooperative Education and the Ad Council have made a historic contribution the field of cooperative education in raising America's awareness of and participation in postsecondary cooperative education.

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THIS YEAR'S REQUIRED READING FOR 1,000,000 COLLEGE GRADUATES



Welcome to Real World 101.

You'd be surprised how many college students go from highlighting textbooks to highlighting the classifieds. The fact is, a staggering number of graduates are unable to secure a career in their field of study.

That's why there's a nationwide program for college students called Cooperative Education. It allows students to alternate studies at the college of their choice with paid, practical work experience in the career of their choice. So Co-op Education students graduate with more than a degree. They have practical knowledge. And a competitive advantage in a crowded job market.

If you're a student, you should seriously consider the Co-op Education Program.

Because after years of studying in college, the last thing you need is another reading assignment.

Co-op Education

You earn a future when you earn a degree.

Figure One

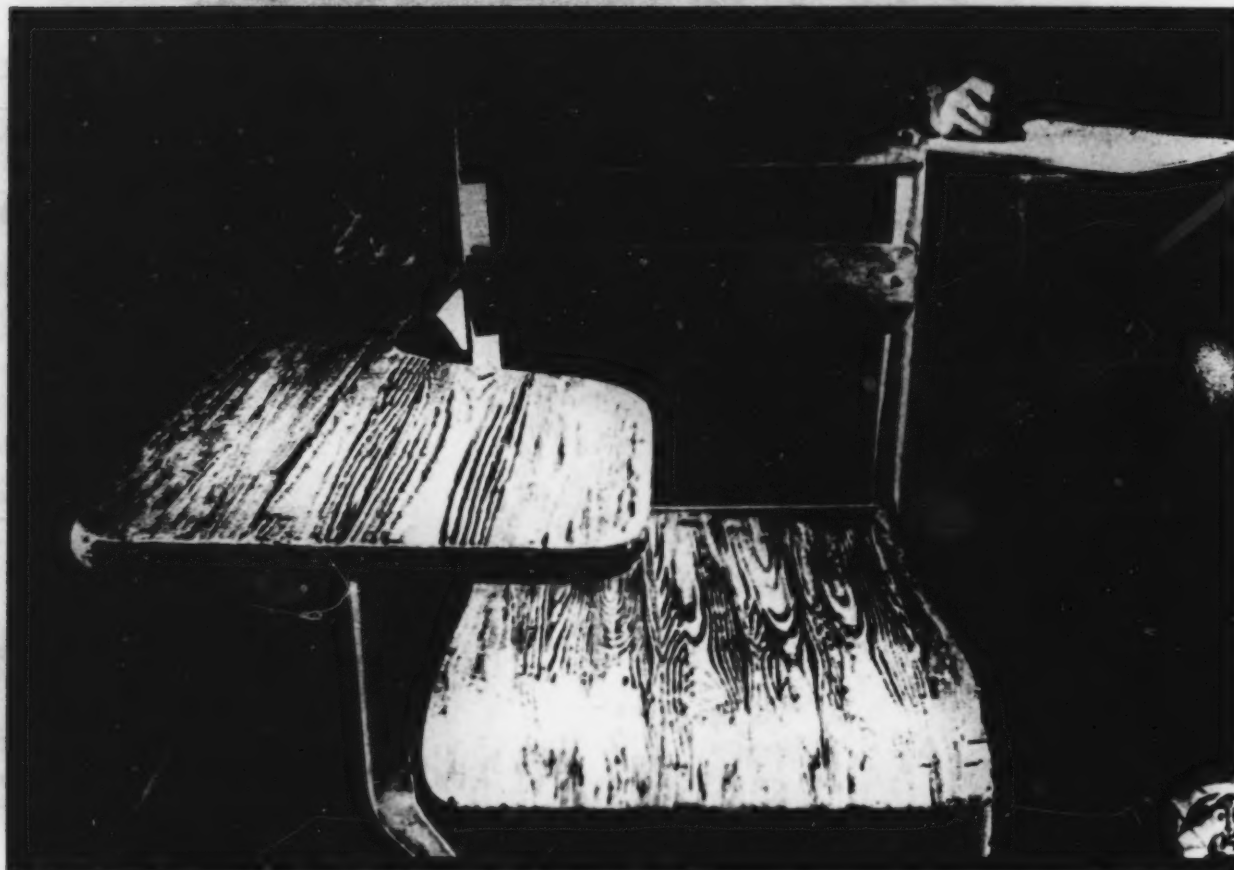


For a free booklet write: Co-op Education P.O. Box 999 • Boston, MA 02115

© 1988 National Commission for Cooperative Education

COOPERATIVE EDUCATION CAMPAIGN
MEMBERSHIP AD NO. CE-88-1000-2 CCA

NOTHING IMPRESSES AN EMPLOYER LIKE DROPPING OUT OF SCHOOL EVERY ONCE IN A WHILE.



After several years of intense study, a lot of college graduates finally learn something. They're not qualified for the job they want.

Fact is, many graduates never find a career in their field of study. All their time spent in study. Not enough time in the field.

That's why there's a nationwide program for college students called Cooperative Education. It allows students to alternate studies at the college of their choice with paid, practical work experience in the career of their choice.

To participate in Co-op Education you don't need to fit into any particular socio-economic group. You don't need to be a straight "A" student either.

All you really need to be, is smart enough to leave school.

Co-op Education

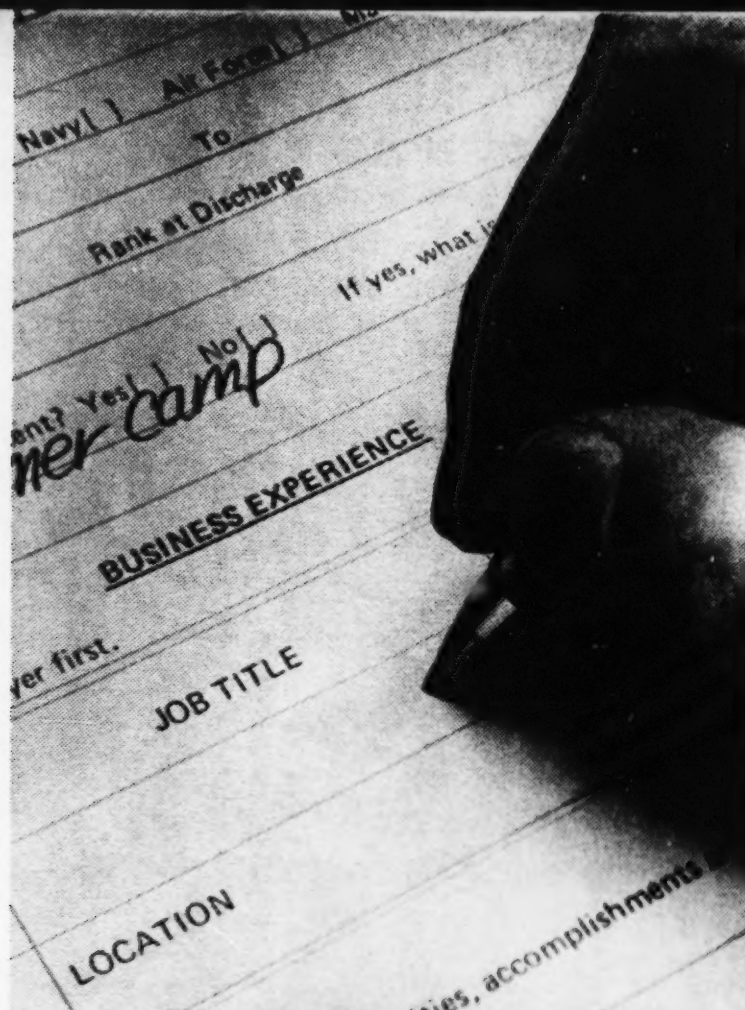
You earn a future when you earn a degree.

Figure Two



For a free booklet write: Co-op Education • P.O. Box 999 • Boston, MA 02115

A Public Service of This Publication • © 1985 National Commission for Cooperative Education



A QUESTION EVEN STRAIGHT "A" STUDENTS FIND TOUGH TO ANSWER.

You're probably going to need help filling in some of the blanks about your future.

That's why there's Cooperative Education. A nationwide program that helps college students get real jobs for real pay, while they're getting an education.

Write Co-op Education, Box 999, Boston, MA 02115 for some answers to how to pay your way through college. And afterwards.

Co-op Education.

You earn a future when you earn a degree.

Figure Three



A Public Service of This Publication ©1987 National Commission for Cooperative Education

COOPERATIVE EDUCATION CAMPAIGN
NEWSPAPER AD NO. CE-87-1234-2 COL.



Face it.

A degree alone is no guarantee
you'll get the job you want after college.

What can you do about it?

Co-op Education.

It's a nationwide program that helps you get
a career-related job while you're getting an education.
Not only can it help pay your way through college,
it can pay off big later on.

To learn more, write us:

Co-op Education, P.O. Box 999, Boston, MA 02115.

We'll help you graduate with experience that
will put you heads above the rest.

Co-op Education

You earn a future when you earn a degree.

Figure Four



**This is how
some students
face their future.**